



CANADIAN INTERNATIONAL AUTOSHOW  
205 RIVIERA DRIVE, UNIT #1, MARKHAM, ON, L3R 5J6  
TEL: 905-940-2800  
EMAIL: [cias@autoshow.ca](mailto:cias@autoshow.ca)  
[www.autoshow.ca](http://www.autoshow.ca)

MEDIA RELEASE  
February 21, 2024

## One of the Largest Selections of Pickup Trucks at the 2024 Canadian International AutoShow

*The versatility of the pickup cannot be undervalued*

**TORONTO, Ont.** — In a busy world, with family obligations, extra-curricular activities, work commitments and many other reasons to need to get around, there is value in a vehicle that is versatile.

There was once a stereotype placing the pickup truck on the farm or a worksite, pulling heavy duty labour duties. But today's trucks are sophisticated and intricately designed to meet the needs of the rural and urban traveler, and are adaptable to every use — from the camping family to the DIYer to those heading out to activities, practices, games and tournaments.

Full-size trucks have spacious cabins to fit the family, with ample storage space for gear, groceries or materials for the next home improvement project.

The popularity of the pickup truck is reflected at the 2024 Canadian International AutoShow, with more than 45 pickups on display, including ones that are gasoline powered, diesel, hybrid and fully electric.

The traditional pickup segment is the full-size, gasoline or diesel vehicle, big on size with the most passenger and cargo space. These are prominent at the AutoShow, including the all-new 2024 Ford F-150 (Platinum, STX and Tremor trimlines) and F-350 Lariat, Chevrolet Silverado 1500 (High Country, Trail Boss, Z71 RST and ZR2 Bison) and the diesel 2500 ZR2 Bison, GMC Sierra 1500 (diesel AT4X, Denali and Elevation, also available with diesel) and 2500 (Denali, available with a diesel engine, and the diesel HD AT4X), Toyota Tundra Hybrid and Crew Max and Ram 1500 (two Sports and a Tungsten) and diesel 2500 Rebel 4x4. The Jeep Gladiator 4xe, a plug-in hybrid, is available for a ride through Camp Jeep.

The midsize pickup truck class is loaded with options. Toyota has two pre-production Tacoma iForce Max hybrid trucks on display, along with a Tacoma 4x4. There are two models of the Nissan Frontier Pro-4X to check out as well as a GMC Canyon AT4X, Ford Ranger Raptor and Ranger Lariat FX4 and Chevrolet Colorado Z71 and ZR2.

The compact pickup truck segment is not as large as the other two, but AutoTrader named the Ford Maverick its Best Overall Truck; Ford has three Maverick models in its display — a hybrid, XLT and Lariat model. Or check out the Hyundai Santa Cruz — dubbed as a “sport adventure vehicle” but unmistakably with the bed of a pickup truck.

The newest category of pickup is the all-electric truck, part of the movement towards meeting Canada's Net Zero objectives of emission-free vehicles. Some classic badges — the Chevrolet Silverado, Ford F-150 — the F-150 Lightning is available for a test drive on the AutoShow's indoor EV Test Track — and GMC Sierra have been given the EV treatment. The EV truck market has also seen the return of the Hummer nameplate with both an SUV and a pickup truck, and Ram has developed a concept 1500 Revolution BEV that will influence its movement into the EV space.

Three relatively new players in the EV pickup truck segment are Tesla with its Cybertruck — now in production — the Rivian R1T, a United States-built plug-in vehicle, and the VF Wild concept from VinFast.

The 2024 Canadian International AutoShow continues to excite automotive enthusiasts, with a daily attendance record set for the Tuesday of the show. The AutoShow will continue until February 25<sup>th</sup> at the Metro Toronto Convention Centre. For news and updates — and to buy tickets — please visit [autoshow.ca](https://www.autoshow.ca). Stay connected with the Canadian International AutoShow on Instagram [@autoshowca](https://www.instagram.com/autoshowca), Tik Tok [@autoshowca](https://www.tiktok.com/@autoshowca), X [@autoshowcanada](https://twitter.com/autoshowcanada) and Facebook at [/autoshowcanada](https://www.facebook.com/autoshowcanada).

Media accreditation to the 2024 AutoShow can be requested at [autoshow.ca/media-registration](https://www.autoshow.ca/media-registration).

**About the Canadian International AutoShow, presented by The *Toronto Star***

Celebrating the automobile since 1974, the Canadian International AutoShow features more than 650,000 square feet of exhibits, displays and attractions spanning the North and South Buildings of the Metro Toronto Convention Centre. With annual attendance in excess of 350,000, the Canadian International AutoShow is not only the largest automotive expo in Canada, it is also the country's largest consumer show. A leader in lifestyle, technology and all things automotive, it is a showcase for the latest cars, trucks, SUVs, concept cars, exotics, classics, muscle cars, electric vehicles, alternative fuel vehicles and autonomous vehicles.

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For more information, please contact:

Kalvin Reid  
Director of Public Relations  
Enterprise Canada  
289-241-7936  
[kreid@enterprisecanada.com](mailto:kreid@enterprisecanada.com)  
Twitter: @KalReid